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<th>% Employee Change From 2010</th>
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TOP 25

**BY REGION**

(IN U.S. DOLLARS)

**NORTHEAST**

1. The Brickman Group $295,505,000
2. Bartlett Tree Experts $88,510,000
3. Scotts Lawn Service $72,410,000
4. SavATree $54,080,000
5. Lipinski Outdoor Services $39,900,000
6. Ruppert Landscape $39,203,208
7. Denison Landscaping Inc. $36,650,000
8. NaturalLawn of America $28,995,318
9. Greenscape Inc. $27,500,000
10. Shearon Environmental Design Inc. $22,000,000
11. D Schumacher Landscaping $20,800,000
12. Complete Landscaping Service $17,163,250
13. Ambius * $16,367,148
14. High Tech Landscapes Inc. $15,500,000
15. Weed Man $14,399,000
16. Sposato Landscape Co. Inc. $12,200,000
17. Land-Tech Enterprises Inc. * $12,200,000
18. McFall and Berry Landscape Management $12,000,000
19. Chapel Valley Landscape Co. $11,025,000
20. Realty Landscaping Corp. $11,000,000
21. McHale Landscape Design Inc. $10,000,000
22. Hoffman Landscapes Inc. $10,000,000
23. Blondie’s Treehouse Inc. $9,000,000
24. John Mini Distinctive Landscapes $8,700,000
25. Tree Tech Inc. $8,000,000

**MIDWEST**

1. The Brickman Group $253,390,000
2. Bartlett Tree Experts $81,905,000
3. Scotts Lawn Service $72,410,000
4. Acres Group $38,200,000
5. Mariani Landscape $35,000,000
6. The Bruce Co. of Wisconsin Inc. $32,000,000
7. Ambius * $27,920,530
8. Christy Webber Landscapes $26,000,000
9. Spring-Green Lawn Care $25,292,400
10. Chalet $24,600,000
11. Landscape Concepts Management Inc. $24,300,000
12. Sebert Landscaping $22,000,000
13. Environmental Management Inc. $20,000,000
14. Moore Landscapes Inc. $20,000,000
15. Reliable Property Services LLC $19,500,000
16. Ryan Lawn & Tree $19,267,200
17. David J. Frank Landscape Contracting Inc. $17,800,000
18. Naturescape $16,713,632
19. Clarence Davids & Co. $15,315,000
20. Countryside Industries Inc. $15,100,000
21. Bartlett Tree Experts $13,360,000
22. Hermes Landscaping Inc. $12,000,000
23. Mainscape Inc. $11,947,500
24. Rosehill Gardens Inc. $11,000,000
25. Sposato Landscape Co. Inc. $12,200,000

**SOUTHWEST**

1. Yellowstone Landscape Group $40,035,000
2. Environmental Earthscapes Inc. $38,029,270
3. The Brickman Group $33,772,000
4. AAA Landscape $26,380,533
5. Berghoff Design Group, BDG Maintenance $26,000,000
6. DLC Resources Inc. $20,000,000
7. Scotts Lawn Service $19,495,000
8. Clean Scapes $18,977,000
9. Metroplex Garden Design Landscaping $18,600,000
10. Heads Up Landscape $17,900,000
11. Lambert Landscape Co. * $17,850,000
12. Maldonado Nursery & Landscaping Inc. $16,000,000
13. ISS Grounds Control $14,100,000
14. Earthworks Inc. * $13,500,000
15. Ambius* $12,516,054
16. Westco grounds Maintenance Co. Inc. * $12,000,000
17. McFall and Berry Landscape Management $9,945,250
18. Houston Landscapes Unlimited $9,900,000
19. American Landscape Systems Inc. $8,870,000
20. LMI Landscapes Inc. $8,640,000
21. Bartlett Tree Experts $8,350,000
22. Native Land Design $8,192,215
23. Visionscapes Inc. $7,535,000
24. Weed Man $7,398,000
25. Mickman Brothers Inc. $1,725,000

**LEGEND**

* 2010 data
The opportunities ahead

The better a company fills a need, the more successful it will be. We asked our LMI150 about their biggest growth opportunities. Here’s a sampling of how they plan to grow.

NO 8 Massey Services Inc. — Orlando, FL
1. New flea treatment protocols
2. Bed bug recurring services
3. Water management - irrigation

NO 15 Ruppert Landscape — Laytonsville, MD
1. Capitalizing on industry talent that’s now available in the market
2. Pursuing multi-scope large projects throughout the U.S.
3. Increasing margins by refining the fundamentals

NO 29 Mariani Landscape — Lake Bluff, IL
We are focused on maintenance enhancement sales and charging for our design services.

NO 40 Terracare Associates — Littleton, CO
1. Continue to embrace technology
2. Lead our industry in developing and maintaining water efficient irrigation systems
3. Further develop our customer centric approach to dealing with all of our clients.

NO 52 James River Grounds Management — Glen Allen, VA
1. Applying our redesigned sales process
2. Using new technology to increase efficiencies
3. Expanding our “Green” offerings to clients

NO 58 DLC Resources Inc. — Phoenix, AZ
1. Expanding our tree services to generate additional revenue
2. Utilizing our water management expertise as a differentiator
3. Expanding our special projects division to generate additional revenue

NO 62 Teufel Landscape — Portland, OR
1. Repeat work from past customers, as they once again feel more positive about spending money for landscape
2. Referral from past customers for new construction that is now happening as a result of available financing
3. Landscape enhancements at properties we currently maintain as customers realize they need to once again invest in their properties
**COMMERCIAL**

1. ValleyCrest Landscape Cos. $850,000,000  
2. The Brickman Group $591,010,000  
3. EMCOR Group Inc. $338,246,000  
4. U.S. Lawns $117,200,000  
5. Ambius * $95,314,571  
6. Yellowstone Landscape Group $70,650,000  
7. Ruppert Landscape $65,338,681  
8. Ferrandino & Son $62,000,000  
9. Five Star Landscape $57,085,571  
10. Lipinski Outdoor Services $57,000,000  
11. OneSource Landscape & Golf Services, an ABM Co. $54,000,000  
12. Clintar Landscape Management $47,975,000  
13. Mainscape Inc. $47,312,100  
14. Environmental Earthscapes Inc. $42,254,745  
15. Acres Group $35,908,000  
16. Lucas Tree Expert Co. $29,970,000  
17. Cagvin & Dorward $27,075,000  
18. Bartlett Tree Experts $26,720,000  
19. The Bruce Co. of Wisconsin Inc. $25,600,000  
20. Denison Landscaping Inc. $25,585,000  
21. Complete Landscaping Service $24,820,700  
22. Greenscape Inc. $24,750,000  
23. Mission Landscape Companies $24,488,000  
24. McFall and Berry Landscape Management $24,000,000  
25. RCI * $23,088,800

**RESIDENTIAL**

1. Scotts Lawn Service $270,145,000  
2. The Brickman Group $253,290,000  
3. Bartlett Tree Experts $133,600,000  
4. Massey Services Inc. $122,711,892  
5. Weed Man $104,500,000  
6. Lawn Doctor Inc. $98,110,000  
7. SavATree $94,080,000  
8. Naturalawn of America $34,301,034  
9. Mariani Landscape $33,600,000  
10. Spring-Green Lawn Care $32,518,800  
11. Chalet $23,370,000  
12. Scott Byron & Co. Inc. $22,386,000  
13. Nutri-Lawn $21,528,000  
14. Lambert Landscape Co.* $18,957,500  
15. Jensen Corp. $16,650,000  
16. Ryan Lawn & Tree $16,056,000  
17. Naturescapes $15,042,256  
18. Meadows Farms $14,725,000  
19. Berghoff Design Group, BDG Maintenance $14,000,000  
20. Senske Lawn & Tree Care $13,580,000  
21. Nissho of California Inc. * $12,560,000  
22. Pacific Outdoor Living $11,632,505  
23. Cornerstone Solutions Group $11,569,111  
24. Swingle Lawn, Tree & Landscape Care $11,515,667  
25. Metroplex Garden Design Landscaping $10,230,000

**% GAIN IN REVENUE PER EMPLOYEE**

1. James River Grounds Management 216  
2. Reliable Property Services 35.9  
3. AAA Landscape 34.6  
4. Marina Landscape 29.2  
5. Angler Environmental 28.7  
6. Heads Up Landscape 26.4  
7. Kujawa Enterprises 25.6  
8. Cornerstone Solutions Group 24.4  
9. OneSource Landscape & Golf Services (an ABM company) 17.6  
10. David J. Frank Landscape Contracting 13.6  
11. Gibbs Landscape Co. 12.7  
12. Metroplex Garden Design Landscaping 12.2  
13. Greenscape Inc. 11.6  
14. U.S. Lawns 11.5  
15. Teufel Landscape 11.4  
16. Girard Environmental Services Inc. 10.8  
17. Designs By Sundown 10.0  
18. Clintar Landscape Management 9.3  
19. SavATree 8.9  
20. Clarence Davids & Co. 8.9  
21. Cagvin & Dorward 8.7  
22. ArtisTree Landscape Maintenance & Design 8.5  
23. Benchmark Landscape 8.4  
24. Lipinski Outdoor Services 8.0  
25. Stay Green 7.7

**% GAIN IN TOTAL EMPLOYEES**

1. HighGrove Partners 220  
2. Sposato Landscape Co. 56.3  
3. Clean Scapes 52.0  
4. Spring-Green Lawn Care 48.3  
5. Countryside Industries 39.0  
6. Scotts Lawn Service 33.8  
7. Mainscape 30.0  
8. Lipinski Outdoor Services 23.4  
9. Shearon Environmental Design 23.3  
10. McHale Landscape Design 17.9  
11. Cleary Bros. Landscape 16.9  
12. Mariani Landscape 16.7  
13. Hoffman Landscapes 16.3  
14. Urban Farmer 15.4  
15. Lawn Dawg 14.9  
16. Gachina Landscape Management Inc. 14.6  
17. Houston Landscapes Unlimited 14.0  
18. The Greenery Inc. 13.8  
19. Ryan Lawn & Tree 13.5  
20. Yellowstone Landscape Group 11.8  
21. SavATree 11.2  
22. ValleyCrest Landscape Cos. 11.1  
23. Greenscape 11.1  
24. Senske Lawn & Tree Care 11.1  
25. Designs By Sundown 11.1

**BY MIX (IN U.S. DOLLARS)**

**BY EMPLOYEE FACTORS**

**LEGEND** * 2010 data
Work with a partner who doesn’t mind getting their hands dirty.

John Deere Commercial Solutions
Mowing | Construction | Landscaping | Finance

You know you can count on John Deere for the best in commercial worksite products, from skid steers to zero tail swing compact excavators. But that’s just the beginning. We are the only company in the landscaping industry to provide commercial mowing equipment, financing, and landscaping supplies. Not to mention a nationwide dealer network and the best in parts and service.

One hat does it all.

Nothing Runs Like a Deere™

www.JohnDeere.com/CWPLandscape
Companies that grew in 2011 did it the old-fashioned way — through strategic moves, better marketing and a return to basics.

BY BETH GERACI SENIOR EDITOR

The team at Christy Webber Landscapes, Chicago, IL, had a good year last year. The company’s revenue rose from $20.4 million in 2010 to $26 million in 2011, a jump of 27%. And the company has its construction division to thank.

“It was pretty astounding to us, the growth in our construction division,” says company president Christy Webber.

Webber Landscapes capitalized on the fact that other companies slated to do construction projects just didn’t have the cash flow to purchase materials. In the end, that reality landed Webber Landscapes more municipal work than it anticipated at the start of the season.

“There’ve been a lot of companies where guys are saying, ‘Doing construction is just not worth it,’” Webber says. “I ask myself that question every day. The margins — we might do a million-dollar job and come out with a profit of $25,000. It’s just stupid. I think a lot of guys are like, ‘Screw it. It’s not worth it.’”

Webber Landscapes started 2011 with a very low projected revenue for its construction division, yet by season’s end the division had generated nearly $7 million.

In 2011, the company also focused more on managing jobs well, which helped, and it hired construction staff instead of landscapers to manage jobs.

“To bring someone in who knew the lingo, knew the processes, things the landscaping industry has struggled with, it made a difference,” says Webber. “It’s a different game now.”

“I think a lot of guys are like, ‘Screw it. It’s not worth it.’”

CHRISTY WEBBER, president, Webber Landscapes, on the typically low margins in construction work.

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RYAN LAWN & TREE

NO 57

2011 GROWTH: 15.6%

Ryan Lawn & Tree, Overland Park, KS, has grown little by little nearly every year in recent memory, even in abysmal 2008, says company president Larry Ryan.

In 2012, Ryan Lawn & Tree has a lofty goal: to hit $100 million by 2030. It plans to meet that goal through organic growth and acquisitions. And, says Ryan, the company’s right on target.

About five years ago, the company began studying clean water issues. And in 2011, Ryan Lawn & Tree grew by 15.6%, due largely to its merger with a Springfield, MO-based irrigation company.

The merger generated for Ryan Lawn & Tree about $500,000. Whether that’s also responsible for Ryan Lawn & Tree’s share price rising is anybody’s guess, but the company was reaffirmed by the fact that from 2010 to 2011 its share price rose from $5.68 to $6.48.

And the growth continues in 2012. So far this year, two companies have sold their irrigation customers to Ryan Lawn & Tree, which also acquired the companies’ irrigation staffs. The new employees complemented Ryan’s current staff in work ethic and attitude, which is exactly what the company seeks in its mergers.

“To have anybody merge with us, we want similar attitudes,” Ryan explains. “We look for people who are committed to quality and are priced accordingly. Customers have to feel that you care, and if your front-line worker doesn’t convey that, it will make a difference in the way customers feel.”

Ryan says he wouldn’t want to buy a $10 million company; the work culture would be too slow to adapt. That’s why Ryan Lawn & Tree focuses on acquiring smaller companies and growing incrementally.

Mergers and acquisitions have given Ryan Lawn & Tree an advantage, because becoming larger has reduced the company’s overhead per customer.

In 2012, it plans to grow its workforce by 20 employees and is eyeing more companies with which to merge. “But we’re in no hurry on it,” Ryan says. “We want to first make sure it’s the right fit.”

RELIABLE PROPERTY SERVICES

NO 62

2011 GROWTH: 50%

Expansion is one way to grow, and St. Paul, MN-based Reliable Property Services did its share of that in 2011. In fact, its expansion caused it to grow by 50%.

Reliable opened two new branches in 2011, one in Des Moines, IA and another in Milwaukee, WI. The expansion is part of Reliable’s five-year plan to establish a presence in new markets. Next up are Omaha, NE and Illinois, says Reliable Property Services VP of Operations Tom Hougnon.

Reliable’s focus in Des Moines and Milwaukee is on building relationships with residents, Hougnon says. “It’s good to be the new guy in town in a lot of ways,” he adds. “You’re a new face,” and that causes residents to be curious about a business’s offerings, Hougnon explains.

To establish goodwill with residents, when Reliable set up its Des Moines and Milwaukee branches it was careful to hire locally and buy locally.

“We’ll buy trucks and trailers from Des Moines and Milwaukee dealers,” Hougnon says. “You want to make sure you’re established and your presence is there with local people. It’s critical to make the customers realize you’re not just an office with one guy doing all the work.”

When Reliable branches out into new markets, residents often ask whether the company will hire locals. “They want to make sure they’re partnering with a company that’s locally based,” Hougnon says. “And we want to make sure we have a viable presence in the community.”

The company plans to keep expanding in 2012. “Our goal over the next five or eight years is to be the leading provider in the Midwest,” says Hougnon.
NO 129  KUJAWA ENTERPRISES INC.

2011 GROWTH  25.6%

Over in Oak Creek, WI, Kuwaja Enterprises Inc. (KEI) did some profiting of its own in 2011. Company Executive Vice President, Sales and Marketing Chris Kuwaja attributes the growth to KEI’s reenergized effort to increase sales.

“We ramped that up a little bit,” Kuwaja says. “A lot of it has to do with discipline and staying on top of certain things you do well. Do one thing at a time and do it well and on to the next.”

Increasing sales, for KEI, meant increasing its marketing and visibility.

“Really, it was just a rededication to getting out there and doing things the old-fashioned way,” Kuwaja says. “There’s no magic bullet out there. It’s dedication, persistence. You just get out there and tell your story.

“Get in front of people,” he continues. “Exposure is great, but exposure is not a connection. A lot of it’s knocking on people’s doors, trade association events, organizing social events. Be the catalyst…you know, sponsor things.”

Companies are utilizing social media more, and it’s a valuable tool, Kuwaja says. But it’s no personal connection. So over 2011 KEI made getting more face time with clients and prospects a priority.

“You can mail a proposal. That’s great,” Kuwaja says. “It’s not the same as presenting one. Now you’ve got an opportunity to get five minutes with the guy that maybe the next guy didn’t have.”

From KEI’s marketing initiatives in 2011, Kuwaja was reminded once again of just how far basic principles go in business, basics such as being personable, reliable, consistent and empathetic.

“You go from just being a grass cutter to being a flexible, creative, dependable grass cutter and now you’ve set yourself apart,” he says. LMM

“NO 14  SAVATREE

Bedford Hills, NY-based SavATree turned to marketing and networking to grow in 2011.

“This year was really an organic-driven growth year,” says Luann O’Brien, SavATree’s vice president of marketing and sales development.

“Reaching out to people and really being present in the community has always been part of our culture, but I think customers are becoming more tuned in to the community involvement of companies.

“Rather than it being strictly a fact-based decision that customers are making,” O’Brien continues, “it’s more emotion-based. People look at trees and shrubs often as extended members of their family, and customers also look to do work with companies that are good corporate citizens.”

So SavATree zeroed in even more in 2011 on its physical presence in the community — ensuring its trucks were seen in the neighborhood; rubbing elbows with people at fundraisers; and participating in community service projects.

In 2011, SavATree also enhanced its website. “Anything involving web presence is really mission critical,” O’Brien says. “Everybody’s looking online to see who’s in their area. You have to be online and also be local.”

And by using compete.com, SavATree tracks its online traffic and assesses how it sizes up against its competitors. Based on recent compete.com data, SavATree has nearly 30% more online traffic now than it did last year at this time, O’Brien says.

Among SavATree’s most important drivers of growth in 2011 was the fact that it energized and motivated its sales team through the health and wellness initiative it launched last fall.

“Our sales team members have been encouraged to get healthy and fit as a way of increasing their performance, and it is working,” says O’Brien. “I’m getting emails on a regular basis that our sales team has embraced a healthier way of life.”

SavATree’s program gives points for weight loss, quitting smoking, lowering blood pressure and more. SavATree’s sales conference in February culminated in a team building event at Blue Streak sports facility in Stamford, CT in which employees had fitness breaks.

The initiative “has made a huge difference for us as a company,” O’Brien says. LMM

“SavATree has inspired its sales team (shown here) through its new health and wellness program.”

JUNE 2012 | LANDSCAPEMANAGEMENT.NET S17
Since 2008, landscape companies have struggled to find ways to make a profit. Some have gone the sustainability route, others have focused on customer service. These three companies strengthened their businesses by recognizing a need and diversifying their services accordingly.

Environmental work
When the folks at TBG Landscape in Brooklin, ON do things, it’s on a grand scale. That’s because for TBG, which specializes in design/build projects, a typical project is worth $250,000.

Given the huge scope and cost of those projects, once the economy tanked in 2008, so did TBG’s client pool.

Thankfully, “we had two very large projects in 2007 that went through 2011,” says TBG President Mark Bradley. “As they came to an end, we tried to look at ways to maintain the size of the business.”

Company executives analyzed the marketplace and asked themselves how they could stay profitable. They found the answer in erosion control and environmental work.

“Erosion control was a natural transition for us,” Bradley says. “In our design/build work, we’ve been...